

INTERMISSION CONTENT**ABSTRACT**

Method and apparatus to provide alternative content during an intermission in a main
5 content experience. The method includes receiving a pause signal and starting a pause
interval. When the pause interval exceeds a predetermined length, alternative content is
provided to the user. A network termination unit receives the pause signal and includes a
controller that ceases distribution of the main content and starts a timer to time the pause
interval. The network termination unit has a content source that may include a local store of
10 main content, alternative content, or both. It may also include a port operable to pull content
from a content server.